

REMARKS

In accordance with the foregoing, claim 2 is amended to include features of dependent claims 3 and 4 cancelled herein without prejudice or disclaimer and new claim 20 is presented. Claim 15 is also cancelled without prejudice or disclaimer. No new matter is being presented, and approval and entry are respectfully requested.

Claims 2 and 20 are pending and under consideration. Reconsideration is respectfully requested.

Claim 2 is rejected under 35 U.S.C. §103(a) as being unpatentable over Burge et al. (U.S.P. 6,014,638) in view of Vatanen (U.S.P. 6,237, 093). The features recited in claims 3-4, now included in claim 2, were rejected under 35 U.S.C. §103(a) as being unpatentable over Burge et al. in view of Vatanen and further in view of Welsh et al. (U.S.P. 6,757,691).

The rejection is traversed.

The Action concedes that Burge et al. in view of Vatanen does not teach features recited from claims 3 and 4 now included in claim 2. (Action at page 3, lines 15-16).

That is, Burge in view of Vatanen does not teach a device recited by claim 2 including ". . . . accepting user reference requests from first group of computer terminals on said network; and extracting from said parameter storage means a first user identification information identifying said first user terminals that have selected a first product as a candidate for purchase that is provided by an administrator of a provider terminal included in said first computer terminals, and search parameters that each of said first user terminals has set to said first product, and providing them to said provider terminal and receiving from said provider terminal the designation of user identification information included in said first user identification information provided to said provider terminal, and product information settings for said designated user identification information; product information storage means for storing said designated user identification information, said first product, and the product information that was set; and information presentation means for receiving a purchase candidate reference request from a designated user terminal identified by said designated user identification information, extracting from said parameter storage means candidates for purchase that correspond to said designated user identification information, extracting said product information set for said first product that is included in said candidates for purchase from said product information storage means, and providing the extracted candidates for purchase and said product information to said designated user terminal."

Even *Arguendo* Combination Does Not Teach Recited Features

As provided in MPEP §2143.03 "To establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. *In re Royka*, 490 F. 2d 1981, (CCPA 1974)."

In particular, claim 2, as amended herein, recites a device including a provider terminal "receiving a purchase candidate reference request from a designated user terminal identified by said designated user identification information."

As recited by claim 2, the provider terminal further "extracting said product information set for said first product that is included in said candidates for purchase from said product information storage means."

As further recited in claim 2, this provider terminal further "providing the extracted candidates for purchase and said product information to said designated user terminal (emphasis added)."

Applicants submit that recited features are not taught by the cited art, alone or in *arguendo* combination.

Accordingly, a configuration as recited by claim 2 of the present invention enables a provider to extract a user's needs over a network with little burden to a user. Thus, by using a device such as recited by claim 2 sales of products and/or service provided over a network is increased by using the extracted needs.

By contrast, Burge is directed to a system which stores each user's personal information and behavior information on online shopping, extracts products suitable for a user based on his/her personal information and behavior information, and presents the extracted products to the user.

By contrast, Vatanen is directed to a user verification through a network.

As discussed in the previous Amendment filed July 10, 2006, by contrast, Welsh is directed to marketing based on a predicted behavior.

The cited art, alone or in combination, does not teach a configuration where a product provider receives the user's navigational choices (*arguendo* corresponding to the recited "purchase candidate reference request") or a list of products in which the user is interested (*arguendo* corresponding to the recited "candidates for purchase") from a user.

Rather, even an *arguendo* combination merely teaches a system which provides products with a user based on the user's navigational choices.

No Motivation To Combine The Art

Applicants submit there is no motivation to combine the art in a manner as suggested by the Examiner.

The Examiner asserts there is motivation to modify Burge in view of Vatanen:

to use the terminal ID of the user the motivation being the elimination of the sign-in step of Burger [sic] et al.

(Action at page 3).

The Examiner further asserts there is motivation to modify Burge (and Vatanen) with Welsh for "the ability to categorize(d) groups of users or people who like a certain product for ease in mass marketing." (Action at page 5).

Applicants submit there is no motivation to modify a system for customizing user displays with Vatanen's procedure for setting up a secure service connection in a communication system.

Applicants submit there is no motivation to modify Burge (and Vatanen) with Welsh predictive behavior for "the ability to categorize(d) groups of users or people who like a certain product for ease in mass marketing." (Action at page 5).

Burge is directed to "determining a need and a certain user's needs and preferences not a mass marketing. Further, Vatanen is not concerned with mass marketing at all.

Further, the Examiner does not provide a citation to Burge's "sign-in step" of which the elimination of the Examiner is using as a motivation. Applicants request such a citation if an allowance is not provided.

Summary

Since *prima facie* obviousness is not established, the rejection should be withdrawn and claim 2 allowed.

New claim

New claim 20 is presented to recite features of the present invention in an alternative manner. New claim 20 recites a device including " . . . an information presenter receiving a purchase candidate reference request from a designated user terminal identified by said designated user identification information, extracting from said parameter storage candidates for purchase that correspond to said designated user identification information, extracting said product information set for said first product that is included in said candidates for purchase from said product information storage, and providing the extracted candidates for purchase and said

product information to said designated user terminal."

These, and other, features of claim 20 patentably distinguish over the cited art, and they are submitted to be allowable for the recitations therein

CONCLUSION

In accordance with the foregoing, it is respectfully submitted that all outstanding objections and rejections have been overcome and/or rendered moot. And further, that all pending claims patentably distinguish over the prior art. Thus, there being no further outstanding objections or rejections, the application is submitted as being in condition for allowance which action is earnestly solicited.

If the Examiner has any remaining issues to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such issues.

If there are any underpayments or overpayments of fees associated with the filing of this Amendment, please charge and/or credit the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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